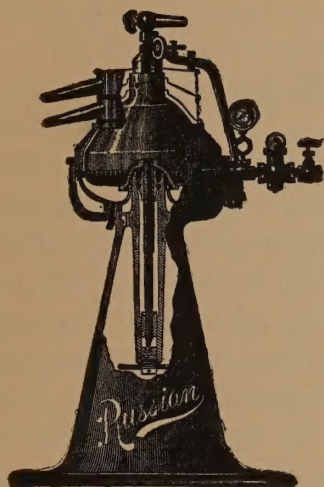


A SELF-EXPLANATORY
ADVERTISING EXPOSÉ
OF THE LATE
"Moody-Sharples" Scheme
AT
NASHUA, IOWA.

AN ADVERTISING HISTORY
OF THE SO-CALLED
"MOODY-SHARPLES" SCHEME
AT
NASHUA, IOWA.

*(From the "Elgin Dairy Report,"
May 10, 1897.)*

Largest Separator Order Ever Given.



For over a year past there has been a very exhaustive test of cream separators going on in Iowa, under the supervision of W. I. Moody, of Waterloo, Iowa. Last week Mr. Moody decided that the SHARPLES RUSSIAN SEPARATOR was superior in every essential particular to any other make, and left an order with us for several hundred of these machines. This gentleman is a creameryman and not an agent.

P. M. SHARPLES,
West Chester, Pa.
Elgin, Ill.
Rutland, Vt.

*(From the "Elgin Dairy Report,"
May 17, 1897.)*

He Did Put it in the Contract.

What did he put in the contract ?

He put an order for five hundred farm separators in the contract.

Whose make did you say ?

Why the Sharples of course.

Did Sharples donate these separators to him ? No,—he paid ten

dollars each more than he could have bought disc machines for; others were offered still cheaper.

Who is he and where does he live?

His name is W. I. Moody; he is a very successful business man and creameryman, and he lives at Waterloo, Iowa.

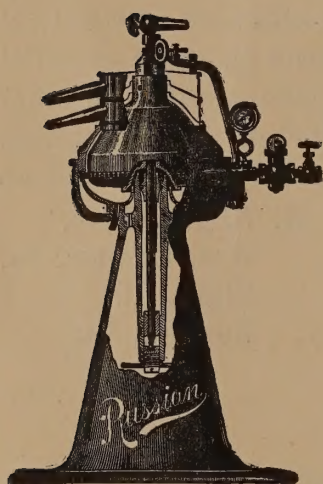
Why did he not pay attention to Wisconsin experiment station bulletin No. 56?

Because he has sense and knew it was *all rot*. He is like lots of other successful creamerymen; he knows more in a minute about separators than the Wisconsin professor knows in a month. Ask us about his plan of operating creameries.

P. M. SHARPLES,
West Chester, Pa.
Elgin, Ill.
Rutland, Vt.

(From the "*Elgin Dairy Report*,"
July 19, 1897.)

Effects of the Moody System.



The whole dairy and creamery world is interested in the Moody Iowa system of cream gathering. This week we have the first positive returns from it, and they more than bear out the most sanguine hopes of Mr. Moody. Nashua, Iowa, and vicinity furnishes business for five creameries, of which Mr. Moody's is one. For the month just closed his farmers get *eleven* cents per pound for butter-fat delivered on board his wagons. His four neighbors pay *seven* cents per pound for butter-fat. That's what the SHARPLES RUSSIAN SEPARATOR and the Moody Iowa system have done. It may be

of interest to the public to know that Mr. Moody states that he will need at least one hundred more separators to complete this deal. The five hundred separators first ordered have been sold and are nearly all set up. Every one of Mr. Moody's patrons demands one. The plan is a complete success from every standpoint.

P. M. SHARPLES,
West Chester, Pa.
Elgin, Ill.
Rutland, Vt.

(From "Chicago Produce,"
July 31, 1897.)

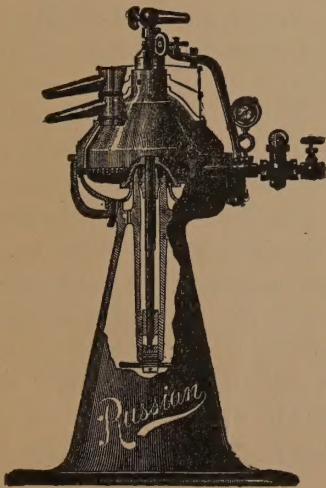
A LIAR BRANDED.

The most brazen lying ever perpetrated by any advertiser in this or any other country has been that of a certain cream separator advertiser in regard to the so-called Moody farm separator creamery scheme at Nashua, Iowa. For weeks almost every creamery and dairy publication has reeked with various degrees of this mendacious falsification. Incredible in its exaggeration at the outset it has increased in relative falsity from week to week. As a correspondent tersely puts it: "It has taken a bigger lie each week to support the one of the week before." Munchausen has been out-done a thousand times over. In the desperate abandonment of all semblance of fact to unparalleled falsification every restraint and every qualification have been recklessly cast aside. There is seemingly no limit. We regret the need of such language but plain words usually best fit plain facts. Such words were created for such requirements. Endurance has ceased to be possible. It is high time to bring such miscreants to the whipping-post of public opinion.

We wish however to judge no one. With the facts before them all may judge for themselves. We briefly quote a few facts at hand at the moment. They are but a few of many of similar character. They speak for themselves and require no amplification. All may judge as to whether they justify the preceding denunciation—as to whether such denunciation is half strong enough or there is language available to make it so.

We reproduce first in its entirety an advertisement from the "Elgin Dairy Report," of July 19th, which advertisement has appeared in practically or exactly the same form a number of times in all the creamery and dairy publications:

Effects of the Moody System.



The whole dairy and creamery world is interested in the Moody Iowa system of cream gathering. This week we have the first positive returns from it, and they more than bear out the most sanguine hopes of Mr. Moody. Nashua, Iowa, and vicinity furnishes business for five creameries, of which Mr. Moody's is one. For the month just closed his farmers get *eleven* cents per pound for butter-fat delivered on board his wagons. His four neighbors pay *seven* cents per pound for butter-fat. That's what the SHARPLES RUSSIAN SEPARATOR and the Moody Iowa system have done. It may be

of interest to the public to know that Mr. Moody states that he will need at least one hundred more separators to complete this deal. The five hundred separators first ordered have been sold and are nearly all set up. Every one of Mr. Moody's patrons demands one. The plan is a complete success from every standpoint.

P. M. SHARPLES,
West Chester, Pa.
Elgin, Ill.
Rutland, Vt.

We next quote one of the "neighbors" referred to :

IONIA CO-OPERATIVE CREAMERY Co.,
Ionia, Iowa, July 22, 1897.

In reply to yours of 20th inst. we will say : Our patrons received for the two weeks ending June 12th and again June 26th *fifteen* cents per pound for butter-fat. We run on the whole-milk system altogether. We are located just nine miles north-east of Mr. Moody. We do not know anything about the success of Mr. Moody's system, nor what he has done with five hundred separators, but we do know that we have the names of fifty-two of Mr. Moody's patrons on our books that are sending their milk here for the fifteen cents per lb. for butter-fat, and that there has been a new creamery erected at Carrville, six miles north-east of Nashua, for the accommodation of other of Mr. Moody's patrons. And we understand that five teams from Nashua pull into Republic, which is east of Nashua. If Mr. Moody and P. M. Sharples call that success, they are having *grand* success.

J. W. CAGLEY, (Secretary).

We quote another of the "neighbors," seven miles east of Nashua :

REPUBLIC CO-OPERATIVE CREAMERY Co.,
Republic, Iowa, July 22, 1897.

In regard to Mr. Moody's system of cream gathering, probably the Sharples men are not able to compute in small figures, or else Moody's wind has blown all computation out of them. We paid 13 cents for butter-fat all through June and two checkings in July. Some of our neighbors have done some better than we have. They have paid as high as 15 cents for butter-fat. This would seem to contradict the Sharples men's statement very much. To me it seems quite out of place for men to print such erroneous statements. It makes no odds where a man gets his pay. If he gets 2 cents to 4 cents more for his butter-fat it will more than compensate him between hauling milk and cream. As far as separating the milk is concerned, it has always been calculated that a combination of work was a great saving both in time and expense. That is, one man can attend to the separating of several men's milk much more advantageously than several can attend to the same. If that is not the case the whole system of butter-making is at fault and we might as well throw up the whole thing and make our butter at home, and save Mr. Moody from coming to our doors for our cream.

J. CADWELL (Republic Co-operative Creamery Co.)

We quote another of the "neighbors," eight miles west of Nashua :

POWERS & WELTON,
CREAMERYMEN AND DEALERS IN GENERAL MERCHANDISE,
Powersville, Iowa, July 23, 1897.

In reply to inquiry we would say that our average price paid for butter-fat for the month of June, 1897, was $13\frac{1}{4}$ cents. In regard to the statement of P. M. Sharples published in the "Elgin Dairy Report," we would say that instead of five hundred separators being sold that W. I. Moody & Co.'s butter-maker told us personally yesterday (July 22d) that the Sharples Co. had sold about thirty farm separators, which they were receiving cream from. When Moody first bought the creamery at Nashua, he was receiving daily from 25,000 to 35,000 lbs. of milk. At the present time, as near as we can find out, he is receiving about one-third of his original patronage, the other two-thirds being dissatisfied and pulling their milk to other creameries. In order to handle the milk from the patrons who wished to sell to us we were obliged to build a new creamery about six miles north-west of Nashua, which we started in operation July 12th, and we are having a good patronage.

POWERS & WELTON.

In addition it only needs to be stated—in complete overthrow of the Moody farm separator scheme—that Moody has made but one payment for *hand separator cream*, and that 11 cents per pound of butter-fat, the last half of June; and that on the other hand, for *whole-milk* he paid for the first half of June 15 cents per pound of butter-fat and for the last half of June 14 cents; or in other words 4 cents more per pound in *whole milk* than in *hand separator cream* for the first half of June and 3 cents more per pound in the last half of June.

And further: Up to July 26th, after three months of effort, there had been thirty-four farm machines put out under all kinds of conditions. Four of these were not in use, from the dissatisfaction of those with whom they were placed. Others which had been tested were showing from .4 to .6 of butter-fat left in skim-milk. Perhaps not four in all are actually accepted and paid for. At least ten of the number are supposed to have been gifts to Moody henchmen to help along the scheme. The insurance companies holding farm building policies where Sharples "Giant" machines and boilers have been put in have decided to cancel all old policies and insist upon new ones. There is not the slightest ground to suppose that Moody ever bought or agreed to buy five hundred machines, or even as many as five. If there ever was any sale of such kind it was merely a "sale" *by* Sharples *to* Sharples, as the mysterious "Co." of W. I. Moody & Co., as to which "Co." all information has been refused the commercial agencies and others. Direct Sharples agents have done the selling, or rather attempted selling. There is not the remotest probability of five hundred Sharples machines being put in around Nashua in a thousand years and there never has been.

With this statement of plainly self-evident facts, we think that we

may safely entrust the "wonderful success" of the Moody scheme, Sharples separators, and all advertisements regarding them to the judgment of the creamery and dairy public.

THE DE LAVAL SEPARATOR CO.

WESTERN OFFICES:

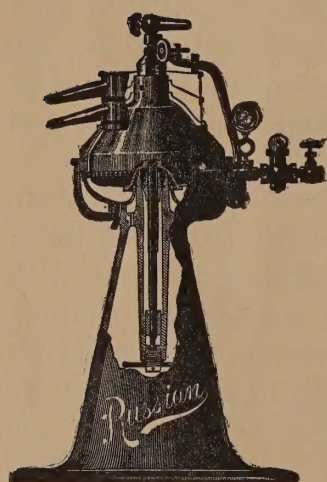
RANDOLPH AND CANAL STS.,
CHICAGO.

GENERAL OFFICES:

74 CORTLANDT STREET,
NEW YORK.

(From "New York Produce Review,"
Sept. 1, 1897.)

Be Abreast with the Times.

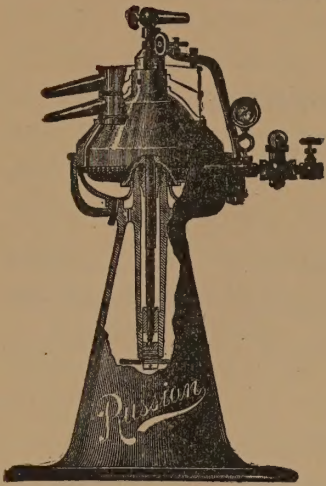


One conspicuous feature of the hard times now passed, was that dairy farmers did not suffer from them. The use of a Sharples Russian Separator insured the farmer an increased revenue from his herd of at least twenty-five per cent. with no additional outlay except for the machine. The Sharples separator people are not, however, ready to rest on their laurels in benefiting the farming community, and we are now presenting to the dairyman a plan by which he can make still greater profit from his herd. What is familiarly known as the Moody Iowa system is the coming development in dairy management. This system saves the producer all of the middlemen's profits, and it has been clearly demonstrated that it produces a better quality of butter than can be made under other circumstances. The people who adopt it first are the ones who will get the most profit out of it. Send for our special circular.

P. M. SHARPLES,
West Chester, Pa.
Elgin, Ill.
Omaha, Neb.

(From the "Creamery Journal,"
September, 1897.)

The New Moody-Sharples System.



Mr. W. I. Moody has now made six semi-monthly payments since the installation of our new system with the Sharples Farm Cream Separators. He is regularly paying his patrons under this system from three to four cents more per pound of butter-fat contained in their milk than they are able to net under the whole-milk system. In confirmation of this we refer without permission to any one of Mr. Moody's patrons. The names of some of these patrons are, Mrs. W. R. Longhorn, J. F. Troutner, O. B. Sutherland, A. F. and B. Worden, and G. K. Smith, their post-office address being Nashua, Iowa.

We are ready to arrange for the installation of such plants anywhere on the absolute guarantee of like results before any payment is made for our machinery. The Moody-Sharples system will ultimately become universal as it results in a greater gain over the whole-milk system than the factory separator did over the gravity process. For further particulars, address,

P. M. SHARPLES,
West Chester, Pa.
Elgin, Ill.
Dubuque, Iowa.
Omaha, Neb.

(From "Chicago Produce,"
Oct. 2, 1897.)

AN ATTEMPTED UP-TO-DATE REVIVAL OF SO-CALLED "DAVIS & RANKIN" CREAMERY METHODS.

A SELF-EXPLANATORY LETTER FROM THE NASHUA BUTTER COMPANY.

In brief introduction it may be explained that The Nashua Butter Company is the successor to the business—but not the methods and projects of the late W. I. Moody & Co., of Nashua, Iowa.

Factory and Home Office of
THE NASHUA BUTTER COMPANY,
MAKERS OF FANCY SEPARATOR BUTTER
BY THE LATEST IMPROVED "ALPHA" DISC PROCESS.

Chicago Office : 39 West Randolph St.

NASHUA, IOWA, Sept. 22d, 1897.

THE DE LAVAL SEPARATOR Co.,
NEW YORK.

Dear Sirs :

Just before leaving Chicago I received your letter inquiring for points for an announcement to the press and public generally as to the Nashua situation at this time. I at once wired you that I was unable to make immediate reply, but would do so at the earliest opportunity. I would have written the later facts more fully from here before but from the fact that we have been very busy straightening out odds and ends, and as there is only one mail per day, and I have not been feeling any too well anyway, such writing as could be has been left undone. Moreover, I have been of the opinion, as before advised, that it was better to let the "Sharples" schemers go the full length of their short rope again before giving them a further twist. On returning to Chicago, however, and coming more in touch with the outside world I appreciated the occasion for the De Laval Company making a further statement of "Moody-Sharples" facts, which your inquiry confirmed. With the facts before them I am sure the dairying public will not only commend

the course of The Nashua Butter Company and the position it has taken in this matter, but will heartily thank it for helping to expose what is believed to be one of the worst schemes yet attempted in misleading the dairymen and creamerymen of the country.

We believe that we have now pretty nearly analyzed the character and purpose of the recent so-called "Moody-Sharples" scheme here, and the more nearly we come to uncovering the true inwardness of the project the more clearly we find it to have been but an advertising scheme conceived by Sharples in the desperate effort to bolster up a helpless separator condition. We find however that the scheme had been far more deeply and shrewdly laid and was much broader and more reprehensible in its intended bearings than was at first apparent. We think the dairying interests may well be congratulated on the thing being "scotched" as quickly as it was, though the dying ends may yet wriggle a little here and elsewhere for some time.

Getting "inside" of the scheme, so to speak, as we have had some opportunity to do, we are now satisfied that the project here was merely designed to be the "keystone" of a carnival of creamery organization involving the re-adoption and re-habilitation of the well known "Davis & Rankin" methods of creamery manipulation. There is no longer any question, in our judgment, of this having been the supporting purpose and underlying motive of the whole thing. We find the "ear-marks" of so-called "Davis & Rankinism" on every hand. They have been conspicuously evident in every move made. The Sharples representative and principal "manipulator" here—Sam McKee—is generally looked upon as having graduated from the older school of "Davis & Rankinism" at the head of his class, and no one has ever questioned his being entitled to such distinction as this supposition properly afforded him. He is too well known everywhere to require introduction to creamerymen. It would be pardonable irony to suggest his being the right man in the right place.

We can best make clear our conception of the "scheme" by going back a little, thus showing, first, the enforced conditions creating the need of some such scheme, and second, the initial frame-work of it. We suggest that you refresh the memory and understanding of the dairy public a little in like manner. This done, the whole matter must be clear to anyone. The facts are too plain to mistake them, and the connecting links too few and too easily discernible to require much stretch of imagination to supply them.

A momentary review recalls to us the fact of the Sharples "Power" or Creamery separators having ceased within the past two years to be longer a recognized factor in the creamery trade. Three to five years ago these machines were well known and quite widely used. The past two years the superiority of the "Alpha" disc machines has been so

clearly demonstrated that it is probable that a great many more Sharples machines have been thrown out of use than new ones have been sold. We understand, in fact, that for the past two years the Sharples "Power" machines have cut no figure in the trade, and that no first class creamery supply house longer handles them at all.

We find clearly in this fact—as to Sharples "Power" machines—the absolute necessity for doing *something*, and the creation, if possible, of *some* new creamery condition. We also find in this fact—which no amount of advertising claims and misrepresentation has been able to overcome—the ground for resentment against the existing factory system of milk separation and the motive for an attempt to overthrow it with the hope of getting some larger share of trade in the chaos which must ensue, and the selfish feeling that the personal business situation could at least become no worse.

The situation has not been greatly different as to Sharples "Dairy" sizes of machines, under existing conditions. Marketed originally at the same prices as De Laval machines, these figures have been further and further cut and discounted, in the vain effort to secure any considerable amount of trade, until there could have been little or no profit left. Here again we find the need of *some* change, some creation of *new* conditions, and every incentive for taking chances in such respect.

A little reflection also brings to mind the fact of the manufacturer of the Sharples machines having—within a couple of years—in one way or another, principally we believe through financial bankruptcy, come into the control and supposedly main ownership of several concerns making and selling cheaper grades of creamery and dairy apparatus and supplies, such as the Haney-Campbell Co., Sharples Company (Omaha), John S. Carter, Iowa Creamery Supply Co., and the like, and also possessing a close relationship with the Elgin Manufacturing Co., Burnap & Burnap, and other concerns in such line. It is surely no libel to surmise that these concerns have not been very profitable investments, under present conditions, or that the conditions have been greatly changed from those which led to the previous failures of some of them. Handicapped in the trade by their inability to handle "Alpha" De Laval machines, any change that could be brought about in creamery conditions could not well be otherwise than helpful to them. Some such change would probably alone save the loss of still further money, let alone the recovery of original investments.

Combining these preliminary facts together, we find numerous motives for overthrowing *existing* creamery conditions, and for helping to create a new sort of farm separator demand, and incidentally a newer and broader market for a volume of cheap dairy apparatus. Such it would appear were the motives and necessities fathering the scheme.

Going a step further, we have immediately before us the conditions

which furnished the favorable opportunity for the launching of the scheme, affording alluring prospects of its success, and almost every naturally helpful agency the projectors could well have desired.

The country had gone through a period of unparalleled depression, everything was at about the lowest ebb. Immediately at hand was the opening of a new era, the dawn of a coming period of prosperity, with the accompanying temptation to take up new systems, new enterprises, and branch out in every way, with the reasonable certainty of the on-coming wave of prosperity buoying along any project for a considerable time, whatever its inherent merit or the lack of it. The commercial situation could not have been more favorable for the cutting loose of any scheme, however visionary.

For some time dairying writers had been discussing a possible return to the cream gathering system on an individual separator basis, with its saving in hauling of cream instead of milk, the betterment in condition of skim-milk, and the like. Strangely, however, very little was generally known as to the practicability or impracticability of such a system. Little publicity had been given to the fact that there have been a considerable number of factories practicing this system to a greater or less extent for several years, both in America and abroad. Just enough was known of the *theory* of it to create an interest in it and a willingness to entertain consideration of its advantages, and not enough to prevent plausible exaggeration of such advantages nor deception as to accompanying disadvantages.

There was no lack of "fertile" ground in which to sow and reap with such a scheme, if the harvest could be made a quick and financially profitable one. Every lingering gravity cream gathering plant afforded a field of operation. So did every badly managed, run-down, whole-milk factory plant, still lumbering along under the handicap of "hollow" bowl separator use and other impractical operation. Localities of this character were becoming fewer, but there was still a plentitude of them. No one knew better than the "Moody-Sharples" schemers of the existence of many of such localities, and the readiness of the disheartened dairy farmers to accept any sort of "quack" offering as a panacea for their dairying ills. No one apparently thought they knew better than these schemers that with fire-alarm-brass-band advertising and the skillful employment of various so-called "Davis & Rankin" methods they could flood out a large volume of cheap separators, powers, boilers, and other "Davis & Rankin" quality of dairying apparatus, before those who were "paying for the fiddling" caught their second wind and stopped to think what it all meant.

The experience of the past few years had demonstrated that the dairy farmer making up his own butter, commercially marketing his own cream, or patronizing a creamery with his cream, who made up his mind

to buy a cream separator, on his own *individual* account, was pretty sure to find out which was the best separator, and to be content with nothing else, however much cheaper he might be offered second and third grade machines. It had become plainly apparent that this class of dairy separator buyers were each year more universally finding out which was the *best* machine and being tempted with nothing else, just as had been the case with creamery buyers of the larger sizes of separators. It had also become apparent that the great mass of creamery patrons were not yet educated in separator values and differences, and that three-quarters of them would not pay the prices of first-class machines, whatever their advantages. It was reasonably inferable, however, that while creamery patrons would not in a *body* pay the price of first-class machines, and would not *individually* accept anything else, that still, with shrewd manipulation and skillful proselyting, some localities of them might be run off the feet of their better judgment in a *body*, and won over to the adoption of *inferior* machines through *cheapness*, together with the acceptance of a lot of other cheap dairy apparatus.

Such—as briefly as can be, to make it plain—is our diagnosis of the conception and purpose of the so-called “Moody-Sharples” scheme, and we think every “symptom” points to its correctness.

But two elements were now lacking to set the scheme afloat,—a serviceable creamery operator as a figure-head and a “model” or exhibition working plant, closely following the old “Davis & Rankin” order of procedure. Providence—or its reverse—curiously seems to have readily supplied both.

The first step was to find the man who would knowingly or unknowingly fulfill the figure-head requirements. Naturally none better could have been found than one already known as a shrewd schemer, thoroughly conversant with every detail of the creamery business, familiar with every trick and artifice of the trade, a butter buyer for several New York houses, a partner in a Chicago commission house (John H. Palmer & Co.) on his own account, already interested in several creameries, well known in an advertising way in connection with a butter culture scheme, and in every respect a man whose name advertisingly used in association with such a project would attract as much attention and serve the purpose as well as that of anyone could. This happened to be W. I. Moody.

To what extent Moody may have been cognizant of the under-cover motives and designs involved in the broader ramifications of the scheme we have been unable to determine, and this is an immaterial phase of the matter at most. The assumption that he figured merely as an incidental co-worker and serviceable figure-head is confirmed by his having since repudiated the Sharples advertising, denounced its utter falsity from beginning to end, and denied the newspaper interviews and many

other things attributed to him, though he seems to have more or less complacently submitted to it all until the final rock was struck and it became a question of everyone with money invested getting away from the "sinking ship" as best he could.

The securing of the figure-head fortunately made easy the location of the "model" plant, the two happening to come hand in hand. None knew better than Moody where to find just the "ideal" spot,—one where the conditions were what he had helped to make them by the ownership and arrangement of a creamery which he had equipped and sold to the farmers some years previously. This was Nashua.

No weaker or more imperfect whole-milk system could be carried on anywhere on Earth than that which has for several years obtained in Nashua and vicinity. The creamery patronage in the flush of the season was 35,000 lbs. of milk, and at times is said to have been considerably greater. All this was handled by three old "Sharples" separators, about four years in use. The skim-milk vat was out of doors, and nearly every feature of the creamery arrangement and operation was about as impractical as it well could be.

The milk was all gathered by haulers at a cost of 10 cts. per hundred, or from $2\frac{1}{2}$ cts. to 3 cts. per lb. of butter-fat. Every patron was compelled to deliver his milk in this manner, no matter where he lived, or whether he preferred to deliver for himself. There was no system to anything. Milk routes were cut up in all sorts of shape. Neighboring creameries, located at a distance of eight miles and following much the same system of operation, had milk routes established which commenced at Nashua, while the Moody creamery hauled milk from points commencing very near its competitor's factories. Milk was hauled seven and eight miles. The factory had less than half separating capacity, such as it was at best. It was common for loads of milk to wait until noon before being dumped, and not infrequently until 2 P. M. After this the skim-milk was carried back to the farmers, reaching the majority late in the afternoon, in a practically worthless condition. In addition to this, the imperfect work of the separators in use sent cream back to the patrons on the skim-milk. The milk delivery system made the cost outrageous, and double what it should have been. Add to this the losses from the imperfect separator work and the destruction of the skim-milk value, and it will be apparent to anyone that no more exasperating conditions could have been inflicted upon any community of creamery patrons. Nor could any community of dairy farmers have well been found promising to prove more likely prey to any scheme that effort might be made to foist upon them.

The location determined upon, Moody went to Nashua and discussed his plans with a few of his friends and former henchmen there. He presented to the farmer-creamery-owners the alternative of selling out to

him or having him put in a competitive plant. Of course they sold out. There was then only one thing more to do. This was if possible to guard against De Laval competitive interference. We believe they have said that this was the only thing they feared. We have understood from you that they pretended to negotiate for "Baby" De Laval machines and to be trying to see their way clear to use such machines instead of the "Sharples", and to have reluctantly decided on the Sharples by reason of the lower prices at which they were offered them. The purpose of this was of course to put the De Laval Company in the position of having failed to sell its machines on account of price, and hence unlikely to promote competitive interference. The mere sham of the move was too transparent however, and it failed of its purpose. The fact of the "Moody-Sharples" arrangement being already made was boldly proclaimed by McKee, the Sharples representative here, in advance of this, and to all practical intents and purposes it doubtless was.

Everything was then in readiness for the launching of the new scheme and the utilization of the accompanying up-to-date "Davis & Rankin" attributes. The advertising end of the thing started off energetically at once. A fake newspaper "interview", widely circulated, began it. The announcement of the "sale" of 500 machines quickly followed. A little later came the claim that the 500 had nearly all been put out, and a hundred more would be wanted. Every possible effort was made to get the "model" plant in exhibition shape. This was tried to be done at any cost. Machines were put out at any price that could be obtained. The regular \$125.- machine was offered at \$55.- and the regular \$200.- one at \$95.-. It was practically make your own terms as to time and manner of payment. Many machines were doubtless put out without any actual consideration at all other than the helpful efforts and influence of the recipients.

No scheme was ever more completely in the hands of its projectors than this one. They could fix prices, the cost of everything, and the results of everything, practically at pleasure. With their unequalled "marketing" facilities the butter could be put anywhere they pleased, and they could practically fix the price to suit themselves. There was nothing to prevent any desired manipulation of the facts to bear out the prices. Prices were immediately fixed for gravity cream, for whole-milk, and for separator cream. Of course the *proportion* was such as to demonstrate the "advantages" of the new system. All attention was directed to the price *per lb.* of butter or butter-fat paid the farmer. Little if any attention was paid to *how much* milk it took, from one system or the other, to make a lb. of butter. There was a consideration of importance to the patron only, and has not shown conspicuously—if at all—in the public exhibition of results.

No one at all familiar with so-called "Davis & Rankin" methods, as

first practiced by the concern of that name, and later by others, need be told how things would have been going on by this time had not apparently well laid plans miscarried. Boomed as it has been with so little ground for even casual mention, one may well surmise what the advertising condition would have been had there been any sort of justification for it. Half the creamery and dairy publications would have been enthusiastically infatuated with the "revolution" in creamery operation. There would have been an avalanche of "Moody-Sharples" "agitators" and "promotors" in every creamery community, and no creamery operator could have told where he stood until the craze had run its course.

Those familiar with the practice of "Davis & Rankin" methods will understand full well how committees of enthused farmers—mainly patrons of some cooperative factory but in many instances proprietary ones as well—might have been "run in" here, how the books would have been "opened" to them, how they would have been shown the "saving" to Sharples users in net results per lb. of butter, comparing the prices paid under the different systems. Nor how these committees would have been taken around to a few special "Sharples" users, who were compensated or deluded in one way or another. Nor what the results would have been of such committees meeting only the favored few. Nor how they would have returned home thoroughly imbued with the practicability of the "Sharples" machines and the "new" system, and how by quick "Davis & Rankin" sort of work large orders might have been taken, if indeed the committees did not usually come here authorized to purchase, if they found the conditions favorable, and often have done so before they got away.

The dairying public understands the so-called "Davis & Rankin" methods full well, and the results of the work of such concerns. They know that such creamery sharkism has cost mistaken patrons of dairying millions of dollars per year and has retarded the development of the dairying interests for many years in the sections where practiced. It is not difficult to understand that such a cheap farm separator scheme would be of even greater magnitude and in many respects possessed of even greater viciousness in probable results than were any of the "Davis & Rankin" character of schemes which have gone before it. If all had gone well many committees of disaffected and deluded creamery patrons would have rushed pell-mell into it without knowing what they were doing. Their investment would have been many times greater than the ordinary "Davis & Rankin" one. Once into it there would have been little help for them. They would have had their machines, and be under contract to pay for them out of cream deliveries, and to otherwise perpetuate the wearing of the millstone that had been placed about their necks. One redeeming feature of the "Davis & Rankin" sort of plant of a few years ago was that it did not last long and was usually a quick,

sharp loss. A farm separator scheme of this kind would hang fast to its victims indefinitely. There would not only be the much greater loss in greater investment to begin with, but a further loss every day through its practice as long as it might be continued.

Touching further upon the local situation, we may say that it was found that the majority of the patrons here did not want individual machines under any circumstances or on any basis. There is nothing to indicate that the projectors ever supposed they did. On the contrary, there is ample evidence that they planned to *force* patrons to the adoption of the farm separators. It was aimed to have a sufficient number in different localities get machines to break up the whole-milk routes, and in this way finally make the situation so impracticable and unbearable for those who were opposed to hand machines that they would either have to submit to them or else unite in establishing small and inconsequential whole-milk factories on their own account, which was naturally improbable. The greater number of the Nashua farmers have not wanted farm separators and have been simply fearful all along that they might be engulfed by circumstances which they could not control, and thus *forced* to accept conditions which they looked upon as objectionable and in which they had no confidence.

Many of the users of the Sharples machines were temporarily satisfied owing to the fact of the skim-milk having so much greater feeding value than that which they had been accustomed to and stock being much higher in value just at the time. With a few exceptions, however, none have really tested the skim-milk from their machines. A few are now doing so, and gradually becoming convinced that they have been "taken in". They have simply been played upon by having their attention continually attracted to the *high price* the Moody concern was paying *per lb.* for their butter-fat, regardless of the *amount* of milk required to produce it, and the improvement in the feeding condition of their skim-milk as compared with what they had known as skim-milk under the rotten methods before in practice. It has been stated to us that some of those giving Sharples "testimonials" were loath to do so, but were dragged into it as a friendly act to other farmers who were in the employ of Sharples. One of them, it is asserted, has stated that his letter was not printed as given. However, we cannot speak positively on these points, not having met the particular parties personally.

Recently we have been credibly informed that Sam McKee, the Sharples representative, had photographed the house and other buildings of each user of a Sharples machine, to be used for advertising purposes, and that in some instances where the owner of a farm lived in town, both his farm buildings and also his town residence have been photographed, and that where more than one party was interested in a machine the buildings of all were photographed. This lends color to the probable

introduction of another of the most pernicious of the old "Davis & Rankin" tricks.

A number of farmers selling their whole-milk to the Moody concern have stated to us that unquestionably they were deprived of their proper benefits for the sake of the Sharples users. In other words, they believe they were paid short and the difference put to the credit of the farm machine users. The Moody concern paid for the last half of August 15 cts. to the whole-milk producers for butter-fat at the factory, to the Sharples users 12 cts. for what was claimed to be butter (instead of butter-fat) at their door, and for gravity cream 9 cts. in same way. This *proportion* of prices has been followed since the introduction of the farm machines. You will see the injustice of it, having in mind first that the Sharples users were paid for actual *butter* as shown by the old oil test churn, while the whole-milk producers were paid for *butter-fat* on the Babcock system, so that deducting from the whole-milk producer the cost of hauling he would receive the same price for a lb. of *butter-fat* that the Sharples user received for a lb. of *butter*. Again, while the Moody concern paid 8 cts. and 9 cts. for gravity cream during August, the neighboring Powersville factory, taking the same cream from the same territory, paid 10 cts. and 12 cts. Here was another scheme to compel this class of farmers to buy separators. You may ask why did they not revolt? Simply because the whole farming community has been in a state of uncertainty. They have been cat-hauled for months, and simply did not know which way to turn or what to do to help themselves.

We have met S. P. R. Hall, President of the Farmers' Association previous to Moody's recent buying, and a user of a Sharples machine for two months or more, who said that the only *test* he had given his machine was *setting the skim-milk in cold water*, when sometimes no cream would rise and again a coating of cream would appear. This is a sample of the way the schemers have been successful in hood-winking these farmers. One man brought his Sharples skim-milk to the factory Friday last, thoroughly convinced that it was absolutely clean. A test showed a strong 0.3% loss. He was nonplussed, and is now thinking. There will be more such eye-openers as this in the near future, as the "Sharples" patrons are slowly beginning to appreciate that the Nashua Butter Company does not intend to annihilate the farmers upon whose patronage it is dependent.

McKee and other of the Sharples emissaries are still at work here trying to gather together such scattered fragments of the wreck as they can. It is understood now that they are putting a small cream gathering plant in an old warehouse to make up the product of such of the Sharples users as have been unable to get rid of their machines and are willing to continue with them. The Sharples people are compelled to make some

satisfactory provision for the cream, as a great many—if not practically all—of the machines are to be paid for by instalments out of cream deliveries. The Sharples people first tried carting the cream to Charles City and selling it there, but the users would not stand that. It is possible that the Sharples representatives may hold them together for a time by fancy returns, but it is the common sentiment here that as soon as things settle down to a business basis and existing prejudices have worn away, that the last remnants of the scheme will soon be scattered to the four winds. The lingering germs are hardly likely to withstand the coming Iowa winter.

This is the situation at Nashua. It is our opinion that you ought to publish these facts for the information of the creamerymen and dairymen of the country, emphasizing strongly the scheme apparently in hand, and that this will best be understood if you refer to it purely and simply as the practicing of the old Davis & Rankin Bldg. & Mfg. Co. tactics in slightly new raiment and under slightly different conditions. Bair had a talk recently with Mr. Sands, and Messrs. Humphrey Bros., of New Bedford, Mass., who have some five creameries in Iowa. None of these gentlemen understood the Nashua situation until he outlined it as we have described it. They at once appreciated the point and saw clearly what Sharples was up to, and looked upon the advent of the Nashua Butter Company into their creamery field in the true light of bringing out facts for the information of the public, which could not well have been uncovered in any other way, and which are of the greatest protective importance to every creameryman and every patron of a creamery.

Very truly yours,

THE NASHUA BUTTER CO.

The foregoing letter, while literally a private communication, constitutes so pertinent a review of the currently interesting subjects it touches upon and so self-evidently sound a synopsis of the conclusions to be derived therefrom, that the De Laval Company feels justified in giving it publication, leaving the dairying public to read and judge of the facts, each and everyone for himself, as it has done upon its own part.

THE DE LAVAL SEPARATOR CO.

WESTERN OFFICES:

RANDOLPH AND CANAL STS.,
CHICAGO.

GENERAL OFFICES:

74 CORTLANDT STREET,
NEW YORK.

(From the "New York Produce Review,"
Oct. 6, 1897.)

EDITORS NEW YORK PRODUCE REVIEW AND AMERICAN CREAMERY :

I made the following proposition to-day to the Nashua Butter Co.
and the De Laval Separator Co :

WATERLOO, IOWA., Sept. 28, 1897.

DE LAVAL SEPARATOR CO.

74 Cortlandt St., New York.

Gentlemen :—I notice the following paragraph in one of your advertisements in the leading dairy papers :

"Founded on false assumptions and false representations, and prostituted to purely advertising purposes from the outset, the eventual collapse of the so-called 'Moody-Sharples' scheme was as certain as natural gravity from the very day of its announcement. A fraud, a sham, and a deceptive humbug, in every public respect, from beginning to ending, the bursting of its bubble was always but a question of time and circumstances."

In answer to the above and similar advertisements of your company placing me in a false light, I would say : When I sold the creamery at Nashua you compelled me to sign a contract agreeing not to engage in the creamery business within the territory twenty-five miles tributary to Nashua, Iowa. I still have so much confidence in the farm separator system that I would like to continue in the business there on its merits, and although your company is said to be immensely wealthy and it is well known that it has already cost you a fortune to feebly combat the system, and in the face of the probability that you will continue your lavish expenditures to kill the system, I will give you \$500.00 if you will release me from the contract restraining me from running a creamery in that territory, and permit me to again operate a creamery there on the "Moody System."

Yours truly,

W. I. MOODY.

(From the "New York Produce Review,"
Oct. 13, 1897.)

A REPLY TO THE W. I. MOODY COMMUNICATION IN PREVIOUS ISSUE.

Factory and Home Office of
THE NASHUA BUTTER COMPANY,
MAKERS OF FANCY SEPARATOR BUTTER
BY THE LATEST IMPROVED "ALPHA" DISC PROCESS.

Chicago Office : 39 West Randolph St.

NASHUA, IOWA, Oct. 7, 1897.

MR. W. I. MOODY,
WATERLOO, IOWA.

Dear Sir :

The De Laval Company has referred to us your communication to them under date of September 28th, which communication we find given publication by you in "Chicago Produce" and other papers, and plainly sent to these papers as an *advertisement* at the same time the original was mailed to the De Laval Company.

In the introduction to your communication as published in the papers in question it is said by you that you have made the "proposition" contained in the letter to the De Laval Company to both it and the Nashua Butter Company. We have thought that there might be some truth in this statement and that while we had not received letter at the same time it was sent to the De Laval Company it might be received later. We have waited until to-day but have not yet received it, either here or in Chicago. Your published statement therefore requires no characterization in this respect.

It is immediately apparent therefore that your "proposition" is not made in good faith and not made with any thought of permitting its acceptance, whatever our own inclination might be, since whatever anyone may surmise as to the relationship of the De Laval Company and ourselves, you know better than anyone else that you have no contract of any kind with the De Laval Company, that the De Laval Company did not "compel" you to do anything, and that in writing to them you are communicating nothing to us and are saying nothing to which we could hold you, even should they refer your communication to us as they have.

We might very properly pay no attention to your left-handed com-

munication, and would follow that course but for the fact of the publication of your statement that you had made such a "proposition" to us, and but for the fact that you make misleading statements which touch upon our interests, and thus afford us not altogether unwelcome provocation to make public the details of our negotiation and business transaction with you.

We are fully aware that the dairying public has had enough of this "Moody-Sharples" controversy in print and our own business is of such common-place character that we do not require nor desire the advertising notoriety which you appear to crave. We are loath therefore to knowingly write anything for publication, but your course in giving publication to your letter leaves us little choice, while, moreover, a brief review of the facts in connection with our purchase of your plant here will about complete the published history of the scheme to which you have seen fit to in part give your name.

We are rather thankful on the whole for your writing of this letter and your intentional mistake in addressing it as you have, since it must do away with that sympathy which many—and we ourselves for a brief time—have been inclined to feel for you as apparently the somewhat unfortunate "victim of circumstances" in the late situation here, and lends confirmation to our previously formed conclusion that you willingly gave full rein to the advertising misrepresentations of your late associate and are not now averse to lending him such further assistance as you may be able to without personal financial risk. While we have been sufficiently sure of this in our own minds it affords us no little satisfaction to have you make publicly plain the extent of the alliance and strip it of any haze of sentimentality regarding you personally.

The paramount advertising purport of your "proposition" is of course plainly apparent and is deserving of no more serious consideration than being classed as a mere incident of the "Moody-Sharples" advertising, with the general character of which it is in keeping. Your purpose in communicating your "proposition" to the De Laval Company, instead of ourselves, was evidently two-fold: first, to thus retain a good stout string to the "bluff," and second, to more closely associate the De Laval Company and ourselves in public understanding, upon which point your late associate has before advertisingly dwelt. We fail to perceive the occasion for this as there is no mystery about our organization, as you are well aware. The proprietors of the Nashua Butter Company are partly old creamerymen and partly employees of the De Laval Company, who after becoming familiar with the situation in the Nashua territory engaged in the creamery business here because they found the existing conditions afforded an almost unprecedentedly favorable opportunity for such an undertaking, largely by reason of your own scheming mismanagement. There is no mystification over that fact, nor is there any

over the fact that they incidentally aimed to lay bare the character and impracticability of the scheme being attempted here. Strange as it may perhaps seem to you, they feel no little satisfaction with their success thus far in both respects, and they have nothing to conceal from you or anyone else.

In fact, we may appropriately remark, just at this time, that while it has no bearing upon the conduct of our business our relations with the De Laval Company are close and friendly, and we are not at all ashamed of that fact and do not think that *we* shall ever have occasion, as we understand *you* have had within a week, to threaten the publisher of a prominent creamery paper with all sorts of dire things if he dared to publish your name in conjunction with the name and suppositious plans of a separator manufacturer with whom you have seen fit to recently conspicuously ally yourself. We are not ashamed of association with the De Laval Company or De Laval machines.

To those unacquainted with the facts your "proposition" might suggest a semblance of earnestness of purpose on your part to further demonstrate what you now choose to call the "*Moody*" system, thus again suggesting a strong sympathy with the advertising methods of your former associate, as well as a seeking of personal notoriety, since you know full well that this system was not original with you but had been introduced and practiced by others for several years, and if the name of any individual were to be given to it that of any one of fifty practical creamerymen and dairy writers might be more justly utilized than your own.

It is difficult at times for one making many statements and saying many things to keep in touch with all of them, and we therefore beg to recall to you numerous incidents of our discussions with you which are curiously inconsistent with your later course and the inferences naturally to be drawn from your present letter.

Having determined that Nashua afforded an admirable site for a practically equipped and properly managed creamery business, and effected our organization to engage in same, we were urged by De Laval friends to first offer you spot cash—if you desired to sell—for your actual legitimate investment in your plant here, as represented by the amount you had paid for it together with such additional improvements as might have been made. The De Laval Company knew that the interest of certain of its employes in our concern would associate its name with us, and did not wish it to be said—whether it were true or not—that it had contributed to the financial injury of any creameryman, however gross the provocation. Following this advice we made you that proposition. We made no suggestions, presented no arguments, making simply the bare offer. You expressed your appreciation of our coming to you in so frank a manner and asked for time to consider, which was granted. At

the expiration of the time you rejected our proposition, but at same time did propose to sell to us for \$7,000. We of course promptly declined your proposition and the matter dropped.

We immediately proceeded with our own enterprise. Our site had been purchased, our plans made, our contracts partly let, and work on our new plant actually begun, when a couple of weeks later you sought through a mutual friend—first by your asserted partner John H. Palmer, and then personally—a practical renewal of our purchase proposition. We had proceeded so far with our new plant and had received such voluntary assurances of local support that we were loath to consider any change in our plans at so late a day. Our local friends and representatives strongly advised against our having anything to do with you as certain to prove prejudicial to our business interests. Again we were urged by De Laval and other outside influence to let you out if we could see our way clear to do so, and your own strong assertions and positive assurances had serious weight with us—as we confess that at the time we believed what you said. We shall further refer to these assertions and assurances. We finally decided to purchase your plant on the exact basis we had originally proposed, and did so at a figure less than \$4,500.

You made many interesting statements during these discussions and negotiations, which have at times seemed inconsistent, to say the least, with your later course. You were extremely anxious to get out of the controversy in which you had become involved. Your asserted partner, Mr. Palmer, was even more concerned. You were most emphatic in your denunciation of the Sharples advertising methods, saying, in effect, that this had handicapped you more than anything else, and had involved you in such unenviable notoriety that it was damaging to your other business interests. You stated that you did not lack for capital or support to continue, that in fact Sharples had assured you of unqualified financial backing to the extent of a net profit of one cent per lb. on all butter made by you, so that you were neither cramped in a financial way nor without the assurance of a positive profit in so far as you were personally concerned. Still you were anxious to escape the publicity and were desirous of giving your time to other interests at different points, which you thought would pay you better, and to which interests your continuance at Nashua would be prejudicial.

While we understood your own occupation to be mainly that of a butter solicitor, it was said that you were a believer in the theory that the butter solicitor and the commission dealer are soon to be largely done away with and the large creamery operator with a system of factories brought more directly in contact with the retail distributor, and that you were to join with your partner or others in the purchase of several more creameries, in pursuance of the formation of a chain of creameries, the product of which could be handled in some such manner. You

stated that these factories would be whole-milk ones, and that while you still believed in the practicability of the theory of the farm machine system you had no thought of ever again attempting the adoption of such a system anywhere on your own account.

You were most emphatic in your denunciation and repudiation of the advertising in connection with the so-called "Moody-Sharples" project, stigmatizing it as having been false from first to last. You stated that you had never authorized one word that had been said in an advertising way, that the originally published "interview" with you was a fake, you having been in South Dakota at the time, and knowing nothing of it until you saw it in print. You denied that you had ever bought a single Sharples farm machine or contracted for 500 or any other number of such machines, aside from having arranged with the manufacturer to supply these machines to your patrons at a specially low price, and a lower price than they were to be sold to anyone else. In emphasizing your assertion in reference to the character of the Sharples advertising you stated that you had written him the meanest letters that you had ever written anyone in your life, that you had made such a display of your temper on learning of the Sharples advertisement which brought about the "A Liar Branded" denunciation of it, to McKee, in the presence of others, that you would give \$500 to efface your conduct on that occasion. You stated that you had consulted counsel as to the Sharples use of your name, and had demanded his making no further reference to you in the advertising of the scheme, and that in event of his failing to comply you would endeavor to legally enjoin him from doing so, whether you continued in business at Nashua or not.

You denied that you had ever said one word against De Laval machines, or that you had ever said one word which would interfere with your saying that while you believed the Sharples machine practical for farm use at a low price, the De Laval machine was a better one. You sought consideration from the asserted fact of your having been instrumental in the sale of something like thirty "Alpha" De Laval Power machines in the past couple of years, and having recently purchased several of such machines for your own use in creameries in which you were interested. Without saying so, you thus put yourself in the position of having on the one hand bought "Alpha" machines for *your own* creamery use and profit, and on the other hand having facilitated the sale of Sharples dairy machines to your patrons for *their* use and profit.

Asked to make a mild statement of some of these facts over your signature you protested that your doing so would have the appearance of your having been bought to do it, and that your word was as good as your bond, and you further pledged your personal friendship with a

mutual friend present at several of the discussions as an assurance of your sincerity and good faith.

You assert in your published letter to the De Laval Company that they "compelled" you to sign a restrictive good-will contract as to engaging in business at Nashua. The De Laval Company of course compelled you to do nothing. They had nothing to do with the matter. Nor did we "compel" you to do anything of the kind, as will be clear to anyone from this statement of facts. It proves fortunate that we *did* "compel" you to do just one thing, and we did not make effort in any way to compel you to do anything else. This one thing was to state in your contract of sale to us, over your signature, that you made the contract wholly of your own free will and after having had the assurance of all the financial support you might require to continue in business in Nashua if you desired to do so. We wished to be protected against any such sort of "baby" act plea, not with the thought that we might have to meet it from you but that we in all probability would from your abandoned associate.

The fact is that *you* first suggested yourself that in event of our purchase of your plant we would probably not want you to re-engage in the creamery business in Nashua. Up to that time this feature of the matter had never occurred to us at all, though when it came to drawing contract our counsel would doubtless have inserted such a good-will clause as would be customary in any such business transaction. Your suggestion first brought the subject to our consideration and led to our suggestion of a time and territorial limit, to which you readily acquiesced, without the semblance of protest, further assuring us that you had no intention of entering into the farm machine business again anywhere.

It is quite interesting from a certain standpoint to note how sincere you were in many of your assertions and how well you proceeded to keep good faith with us in understandings which were not reduced to writing or made the subject of actual agreement.

We determined to recognize your expressed wish to be relieved from further connection with the controversy here. Pursuant to this we at once asked the De Laval Company not to further use or refer to your name, and explained your wish and expressions. They immediately replied that this was entirely agreeable to them, as so far as they knew they had no issue with you personally. For at least three weeks we know that they made no advertising reference to either you or the "Moody-Sharples" project in any way.

So much for our side, now for yours. Our contract with you was closed on a Friday. On the following Monday it was asserted in Nashua and elsewhere that we had paid \$7,500 for your plant. This and similarly untrue assertions were made in the "Creamery Journal" at about the same time, in which there also appeared what purported to be a long

“interview” with you in respect to the sale. The figure named was so close to the one at which you did at first propose to sell to us as to suggest that you originated it, although this we do not assert. The following Thursday there appeared in the Nashua papers your letter loudly inveighing against us, or as you unwarrantedly chose to term us the De Laval Company, in a manner calculated to and we believe designed to create local prejudice detrimental to our business interests, notwithstanding your contract of good-will and your written commendation of our undertaking to your patrons and friends. In the same letter you complained of being “forced” to sell and at same time repeated your having been assured of ample financial support, regardless of one assertion being directly contradictory of the other. Thus your first public act was a direct contradiction of your previous assertions and a direct violation of the good faith of your understandings with us. Following this came your letters to Sharples as published by him, and of course written for that purpose, notwithstanding your expressed wish to be free of publicity and notoriety. Your course in all this was to all intents and purposes an endorsement of the Sharples advertising you had so strongly denounced, and could scarcely have been intended to be anything else.

Assuming for the moment that your “proposition” to re-engage in the farm machine undertaking here is made in good faith it would appear to be based upon but one consideration. Your late associate is still attempting the continuance of the scheme here, through the same representative who before appeared to largely represent you both. He is further we understand still making free and unrestrained use of your name in connection with the project here and elsewhere. It is apparent therefore that there is nothing lacking in the conduct of the project here except your individual personality. Is it to be understood that you have come to the conclusion that the “Moody-Sharples” system cannot be made a success except with Moody in it, that the system does not possess the intrinsic “merit” to sustain itself under ordinary creamery management, or in other words that you alone are possessed of sufficient ability as a manager and manipulator and butter price obtainer to make a success of the so-called “system?” If this be true you evidently do not concur in the advertised judgment of your late associate that the use of Sharples machines was the one predominant element of “success” in the scheme here, and Moody—the creamery manager—a secondary feature.

A review of these facts and others commonly known confirms our belief in a connecting link still existing between you and Sharples, and your “proposition” suggests either a mere advertising “bluff” as an assistance to him as our present competitor here and a possible squaring of yourself with him for what may have been past desertion, or else an endeavor to confuse the public judgment by distracting its attention

from the more important issues involved in the "Moody-Sharples" motives and purposes.

However all this may be, and assuming again for the moment that your "proposition" was made in good faith, and was made to us and not some one else, we may frankly say that we have entered into business here from business considerations and with business purposes, not of an advertising or notoriety seeking character, and that we are unwilling to facilitate your more conspicuous identification with such a scheme as we believe to have been contemplated here—as set forth in our letter of September 22 to the De Laval Company, which letter we see they have taken it upon themselves to give publication—or to give any further consideration thereto.

Respectfully yours,

THE NASHUA BUTTER CO.

*(From "Chicago Produce,"
Oct. 9, 1897.)*

SOME SEASONABLE FACTS REGARDING THE GATHERING OF CREAM FROM FARM SEPARATORS.

In congratulating itself over the early exposure and failure of the so-called "Moody-Sharples" scheme at Nashua, Iowa, the dairying public should not make the mistake of assuming that this has proved the impracticability of gathering cream from individual separators under all circumstances.

The failure of the much advertised scheme at Nashua simply amounts to the failure of the methods employed as applied to a new creamery condition,—it simply amounts to the failure of a pernicious scheme to flood out among the patrons of gravity cream gathering and "hollow" bowl separator run-down whole-milk factories a lot of cheap separators, and other cheap dairy apparatus, powers and the like, which could hardly be given away to any well informed individual buyer.

Neither the success nor the failure of the so-called "Moody-Sharples" scheme at Nashua could have proved anything—one way or the other—as to the practicability of the cream gathering separator system as a system.

The success of the scheme would simply have proved what shrewd manipulation, the fixing of prices and every contributory condition to suit the desired end, together with the sale of inferior separators at one-third price—and in many instances no price at all—could do toward the delusion of a creamery community apparently designed to be used

as a sort of "Davis & Rankin" stool pigeon one for exhibition purposes, that other creamery communities might be ensnared with it.

The failure of the scheme simply meant the failure of so-called "Moody-Sharplesism" as applied to the separator cream gathering system, and not the failure of the system itself. It simply meant the failure over again—as applied to *farm* conditions—of Sharples machines and Sharples methods as already sustained and the past two years emphasized beyond hope of resuscitation in *creamery* conditions.

As a matter of fact, the De Laval interests have spent ten times the amount of time and money in the promotion and development of the gathering of cream from farm separators that have all other interests combined, and various of its agents and representatives have been incidentally employed in such work for six years or more, both in America and abroad. There are at least five factories in this country, and as many more in Europe, using from two to five times the number of De Laval separators among patrons as there were ever other machines in use in the "Moody-Sharples" experiment at Nashua. In a quiet, business-like way, and under their particular territorial and operative conditions most of these factories have made a success of the system, and many others similarly situated can do likewise.

As every one possessing ordinary creamery knowledge may readily understand, there are many conditions in creamery operation under which the gathering of cream from individual farm separators is practical. There are many territories in which it is more practical than any other known system. There are many patrons of almost every creamery with whom it may be practical.

To assume however that such a system must generally supplant the competently and honestly managed whole-milk separation one—in conjunction with the all important proper skimming station support—is to place one's self in opposition to that universal centralization of interest and operation which constitutes the commercial and industrial tendency of the period, and to take a position which no well informed analysis of relative conditions can substantiate.

If there has been any experience gained—any lesson taught by the so-called "Moody-Sharples" experiment, they have been, first—that lying exaggeration and brass-band advertising methods are unnecessary to the success of any legitimate business undertaking, and of no great moment in preventing its failure if otherwise, and second—that in *dairy* as in *factory* separation of cream from milk the essential consideration in separator selection is superior merit and not mere cheapness in first cost.

THE DE LAVAL SEPARATOR CO.

WESTERN OFFICES:

RANDOLPH AND CANAL STS.,

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74 CORTLANDT STREET,

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